



WXYZ

ORDER

Print Date 08/29/12

Page 1 of 4

Flight Dates **08/21/12-08/27/12**

Contract / Revision **308065 /**

Original Date / Revision
08/15/12 08/28/12

Advertiser **Michigan Democratic State (**

Agency **Hamburger Company**

Buying Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Product

michigan Democratic State Central

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1583**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	60	\$28,570.20	\$33,612.00	0.00	07/30/12	08/26/12	60	\$28,570.20	\$33,612.00
September 2012	14	\$6,152.30	\$7,238.00	0.00	08/27/12	08/27/12	14	\$6,152.30	\$7,238.00
Totals	74	\$34,722.50	\$40,850.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 1	WXYZ	08/21/12	08/27/12	430 AM News	CM	430a-5a	11111--	:30	5	\$125.00	P-4	0.00 NM	1	\$125.00	
7 Action News This Morni															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/21/12	08/27/12	11111--			5		\$125.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	08/21/12-08/27/12		430 AM News		430a-5a		MTWThF----	:30	(\$125.00)		0.00	NM		
Credited															
2	WXYZ	08/21/12-08/27/12		430 AM News		430a-5a		MTWThF----	:30	(\$125.00)		0.00	NM		
Credited															
3	WXYZ	08/21/12-08/27/12		430 AM News		430a-5a		MTWThF----	:30	(\$125.00)		0.00	NM		



WXYZ

Print Date: 08/29/12

Page 2 of 4

Contract / Revision **308065** Flight Dates **08/21/12-08/27/12**

Hiatus Dates

Original Date / Revision 08/15/12/ 08/28/12

Order Sep 00:20:00

Advertiser **Michigan Democratic State** Product **michigan Democratic State** Estimate # **1583**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	08/21/12	08/27/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$125.00	P-4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	11111--		5				\$125.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
			<i>Credited</i>												
	4 WXYZ	08/21/12-08/27/12	430 AM News	430a-5a		MTWThF----		:30		(\$125.00)		0.00	NM		
			<i>Credited</i>												
N 2	WXYZ	08/21/12	08/27/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	2-332--	:30	10	\$650.00	P-4	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	2-332--		10				\$650.00		0.00			
N 3	WXYZ	08/25/12	08/25/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	-----S-		1				\$250.00		0.00			
N 4	WXYZ	08/25/12	08/25/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	-----S-		1				\$350.00		0.00			
N 5	WXYZ	08/25/12	08/25/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	-----S-		1				\$300.00		0.00			
N 6	WXYZ	08/26/12	08/26/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	-----S		1				\$200.00		0.00			
N 7	WXYZ	08/26/12	08/26/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	-----S		1				\$300.00		0.00			
N 8	WXYZ	08/26/12	08/26/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	-----S		1				\$250.00		0.00			
N 9	WXYZ	08/21/12	08/27/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	1-121--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	1-121--		5				\$400.00		0.00			
N 10	WXYZ	08/21/12	08/27/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	11111--		5				\$350.00		0.00			
N 11	WXYZ	08/21/12	08/27/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$600.00	P-4	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/21/12	08/27/12	11111--		5				\$600.00		0.00			
N 12	WXYZ	08/21/12	08/27/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 08/29/12

Page 3 of 4

Contract / Revision **308065** Flight Dates **08/21/12-08/27/12**

Hiatus Dates

Original Date / Revision 08/15/12/ 08/28/12

Order Sep 00:20:00

Advertiser **Michigan Democratic State** Product **michigan Democratic State** Estimate # **1583**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N12	WXYZ	08/21/12	08/27/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	11111--			5		\$400.00			0.00			
N13	WXYZ	08/21/12	08/27/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	11111--			5		\$500.00			0.00			
N14	WXYZ	08/21/12	08/27/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	11111--			5		\$650.00			0.00			
N15	WXYZ	08/21/12	08/27/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-1---	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	11-1---			3		\$900.00			0.00			
N16	WXYZ	08/22/12	08/24/12	7p News M-F 7-730p	CM	7-730pm M-F	--1-1--	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	--1-1--			2		\$750.00			0.00			
N17	WXYZ	08/25/12	08/25/12	Early News Sa Sa 6-630p	CM	6-630pm Sat	-----S-	:30	1	\$500.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	-----S-			1		\$500.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	08/21/12-08/27/12		Early News Sa		6-630pm Sat	-----Sa--	:30		(\$500.00)		0.00	NM		
Unresolved [Sports Late-Run]															
N18	WXYZ	08/21/12	08/27/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	11-1--1	:30	4	\$1,400.00	P-4	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	11-1--1			4		\$1,400.00			0.00			
N19	WXYZ	08/22/12	08/24/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M--	1-1-1--	:30	2	\$700.00	P-4	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	--1-1--			2		\$700.00			0.00			
N20	WXYZ	08/21/12	08/27/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11	11111--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	11111--			5		\$200.00			0.00			
N21	WXYZ	08/21/12	08/27/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$100.00	P-4	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	11111--			5		\$100.00			0.00			
N22	WXYZ	08/25/12	08/25/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/21/12	08/27/12	-----S-			1		\$250.00			0.00			
N23	WXYZ	08/26/12	08/26/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			



WXYZ

Print Date: 08/29/12

Page 4 of 4

Contract / Revision **308065** Flight Dates **08/21/12-08/27/12** Hiatus Dates
Original Date / Revision 08/15/12/ 08/28/12 Order Sep 00:20:00
Advertiser **Michigan Democratic State** Product **michigan Democratic State** Estimate # **1583**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N23	WXYZ	08/26/12	08/26/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	-----S					1	\$500.00		0.00		
N24	WXYZ	08/21/12	08/21/12	Tuesday Prime C NY Med	CM	10-11pm Tuesday	-T-----	:30	1	\$2,000.00	P-4	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	-T-----					1	\$2,000.00		0.00		
N25	WXYZ	08/23/12	08/23/12	Thursday Prime C Thursday Prime C	CM	10-11pm Thursday	---T---	:30	1	\$2,000.00	P-4	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	---T---					1	\$2,000.00		0.00		
N26	WXYZ	08/25/12	08/25/12	ABC Saturday Prime Saturday Prime	CM	8-11pm Saturday	-----S-	:30	1	\$800.00	P-4	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	-----S-					1	\$800.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	08/21/12-08/27/12		ABC Saturday Prime		8-11pm Saturday	-----Sa--	:30		(\$800.00)		0.00 NM		
Unresolved [Lions game]														
N27	WXYZ	08/22/12	08/27/12	5am News M-F 5am News M-F	CM	5-6am M-F	M-WTF--	:30	1	\$312.00	P-1	0.00 NM	1	\$312.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	M-WTF--					1	\$312.00		0.00		
N28	WXYZ	08/22/12	08/27/12	5am News M-F 5am News M-F	CM	5-6am M-F	M-WTF--	:30	1	\$313.00	P-1	0.00 NM	1	\$313.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	M-WTF--					1	\$313.00		0.00		
Totals													74	\$40,850.00